ORDER

Orders

Order / Rev:	**199094**
Alt Order #:	06842552
Product Desc:	8/17-8/20 SCOTT RIGELL/NRCC
Estimate:	3005
Flight Dates:	08/17/12 - 08/20/12
Original Date / Rev:	08/16/12 / 08/16/12
Order Type:	REG

WAVY

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency

Name:	**American Media & Advocacy Group**
Buying Contact:	
Billing Contact:	
	815 Slaters Lane
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**POL/Rigell-NRCC (R)**
Demographic:	A35-64
Product Codes:	PL1
Priority:	P2
Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	8	$6,150.00	$5,227.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	$6,150.00	$5,227.50	0.00
Totals	8	$6,150.00	$5,227.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WAVY	38%	$6,150.00
Market	100%	$16,184.21

Competitive Share	Share	Total
CABLE	0%	$0.00
NFLWS	0%	$0.00
UNKWN	0%	$0.00
WGNT	0%	$0.00
WHRO	0%	$0.00
WPEN	0%	$0.00
WPXV	0%	$0.00
WTKR	40%	$6,473.68
WTVZ	9%	$1,456.58
WVBT	5%	$809.21
WVEC	8%	$1,294.74

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WAVY	08/20/12	08/20/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	M------	:30	1	$500.00	P1	0.00 NM	1	$500.00
	WAVY NEWS-5A													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/20/12	08/26/12	M------	1	$500.00	0.00								
E 2	WAVY	08/18/12	08/18/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	$400.00	P2	0.00 NM	1	$400.00

Order / Rev: 199094 Advertiser: POL/Rigell-NRCC (R)

Alt Order #: 06842552 Product Desc: 8/17-8/20 SCOTT RIGELL/NRCC **WAVY**

Flight Dates: 08/17/12 - 08/20/12 Estimate: 3005

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	WAVY NWS SAT7A													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-----S-	1	$400.00	0.00								
E 3	WAVY	08/19/12	08/19/12	WAVY News 10 Sunday 6a	CM	6a-7a	------S	:30	1	$300.00	P2	0.00 NM	1	$300.00
				WAVY News 10 Sunday 6a										
	WAVY NWS SUN6A													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	------S	1	$300.00	0.00								
E 4	WAVY	08/18/12	08/18/12	WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	$500.00	P1	0.00 NM	1	$500.00
				WAVY News 10 Sat 6p										
	WAVY NWS 6P													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-----S-	1	$500.00	0.00								
E 5	WAVY	08/19/12	08/19/12	WAVY News 10 Sun 6p	CM	6p-7p	------S	:30	1	$500.00	P1	0.00 NM	1	$500.00
				WAVY News 10 Sun 6p										
	WAVY NW10 SUN1													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	------S	1	$500.00	0.00								
E 6	WAVY	08/19/12	08/19/12	NFL Pre-Season Game	CM	NFL Pre-Season G	------S	:30	1	$3,200.00	P1	0.00 NM	1	$3,200.00
				NFL Pre-Season Game										
	NFL PRE: IND vs PIT													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	------S	1	$3,200.00	0.00								
E 7	WAVY	08/20/12	08/20/12	Tonight Show/Jay Leno	CM	1134p-1237a	M------	:30	1	$350.00	P2	0.00 NM	1	$350.00
				Tonight Show w/Leno										
	TONITE SHW-NBC<													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/20/12	08/26/12	M------	1	$350.00	0.00								
N 8	WAVY	08/18/12	08/18/12	Sat Hour 1	CM	8p-9p	-----S-	:30	1	$400.00	P3	0.00 NM	1	$400.00
				Saturday 8-9p										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-----S-	1	$400.00	0.00								
												Totals	8	$6,150.00